

REP HEADLINE# 6262316
*** UNAPPROVED REV #1 ***

CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET
HARRIS REPORT FROM REP
AUG8/12 13.37
*** CHANGES *** ** WFLA-TV ***

ADV # ADV. NAME ISS/AMER FOR PROSPERITY REP. # OFF. # SALESMAN #
AGY # AGY. NAME MENTZER MEDIA SERVICES, INC. BUYER NAME ELISE CLOYD

600 FAIRMOUNT AVENUE, SUITE 306 SALES PRSN WA- MEGHAN MCGARR (H)
TOWSON, MD 21286

ORDER # CONTRACT # 6262316 CLASS: NATL. LOCAL REGIONAL

PRDCT AMER FOR PROSPERITY EST#1865 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG15/12 AUG21/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG8/12 13.37

REP: REVISIONS
REVISED TP LINES 2 AND 18
REVISED RATES LINES 2,11,13,16, AND 18
REV TTL \$71,200
PLEASE CONFIRM
THANKS SHOSHANA FOR MEGHAN

CON CM AMERICANS FOR PROSPERITY IDB #1021 TV INVOICES #9912736

Handwritten initials

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 1865

2	RT	1000A-1030A	30			\$300.00	8/15	8/17	3		W-F	3
PROGRAM : MIDDAY NEWS												
CON COM1 : MIDDAY NEWS												

11	R	700A-900A	30			\$500.00	8/18	8/18	2		SAT	2
PROGRAM : SAT TODAY												
CON COM1 : SAT TODAY												

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13	R		600P-630P	30		\$800.00	8/18	8/18	1		SAT	1
PROGRAM : SAT 6PM NEWS CON COM1: SAT 6PM NEWS												
16	R		600P-630P	30		\$900.00	8/19	8/19	1		SUN	1
PROGRAM : SUN 6PM NEWS CON COM1: SUN 6PM NEWS												
18	RT		1000A-1030A	30		\$300.00	8/20	8/21	2		M-TU	2
PROGRAM : MIDDAY NEWS CON COM1: MIDDAY NEWS												
AUG/12 71200.00												
CONTRACT TOTAL												71200.00
TOTAL SPOTS												65

MARKET TOTALS \$232,016 WFLA 31% WFTS 12% WTSP 32% WTVT 22% WTOG 0% WTTA 0% WMOR 0%
WMOX 0% WXPX 0% WWSB 3% CABL 0%

SHARES ARE ACCURATE

VC- NSI BOOKS- MAY/11
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6262316
*** ORIGINAL REV#0 ***

CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

HARRIS REPORT FROM REP
AUG3/12 10.13
*** WFLA-TV ***

ADV # ADV. NAME ISS/AMER FOR PROSPERITY

AGY # AGY. NAME MENTZER MEDIA SERVICES, INC.

600 FAIRMOUNT AVENUE, SUITE 306

TOWSON, MD 21286

REP. # OFF. # SALESMAN #

BUYER NAME ELISE CLOYD

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6262316

CLASS: NATL. LOCAL REGIONAL

PRDCT AMER FOR PROSPERITY EST#1865 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG15/12 AUG21/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG3/12 10.13

REP: NEW ORDER
TTL \$71,925 @65X
PLEASE CONFIRM
THANKS! KIM FOR MEGHAN

CON CM AMERICANS FOR PROSPERITY IDB #1021 TV INVOICES #9912736

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 1865

1			700A-900A	30		\$1,400.00	8/15	8/17	3		W-F	3
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PROGRAM : TODAY SHOW
CON COM1 : TODAY SHOW

2			1100A-1200N	30		\$225.00	8/15	8/17	3		W-F	3
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PROGRAM : MIDDAY NEWS
CON COM1 : MIDDAY NEWS

3			1200N-100P	30		\$275.00	8/15	8/17	3		W-F	3
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PROGRAM : TODAY SHOW 3
CON COM1 : TODAY SHOW 3

10A-1230P
Make using 5/11 1300
MADE Δ to 300 use 200K per
ADVERT FROM 300-400

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
4			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$650.00	8/15	8/17	3		W-F	3
5			500P-530P PROGRAM : 5PM NEWS CON COM1: 5PM NEWS	30		\$850.00	8/15	8/17	3		W-F	3
6			530P-600P PROGRAM : 530PM NEWS CON COM1: 530PM NEWS	30		\$850.00	8/15	8/17	3		W-F	3
7			600P-630P PROGRAM : 6PM NEWS CON COM1: 6PM NEWS	30		\$2,000.00	8/15	8/17	4		W-F	4
8			700P-730P PROGRAM : 7PM NEWS CON COM1: 7PM NEWS	30		\$2,000.00	8/15	8/17	6		W-F	6
9			730P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,850.00	8/15	8/17	3		W-F	3
10			500A-530A PROGRAM : 5AM NEWS CON COM1: 5AM NEWS	30		\$300.00	8/15	8/17	3		W-F	3
11			700A-900A PROGRAM : SAT TODAY CON COM1: SAT TODAY	30		\$950.00	8/18	8/18	2		SAT	2
12			900A-1000A PROGRAM : SAT 9AM NEWS CON COM1: SAT 9AM NEWS	30		\$475.00	8/18	8/18	2		SAT	2

Note 5/6 500 each save 1900 total

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 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
13			600P-630P PROGRAM : SAT 6PM NEWS CON COM1: SAT 6PM NEWS	30		\$900.00	8/18	8/18	1		SAT	1
14			800A-900A PROGRAM : SUN TODAY CON COM1: SUN TODAY	30		\$700.00	8/19	8/19	1		SUN	1
15			900A-1000A PROGRAM : SUN 9AM NEWS CON COM1: SUN 9AM NEWS	30		\$475.00	8/19	8/19	1		SUN	1
16			600P-630P PROGRAM : SUN 6PM NEWS CON COM1: SUN 6PM NEWS	30		\$1,000.00	8/19	8/19	1		SUN	1
17			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,400.00	8/20	8/21	2		M-TU	2
18			1100A-1200N PROGRAM : MIDDAY NEWS CON COM1: MIDDAY NEWS	30		\$225.00	8/20	8/21	2		M-TU	2
19			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$275.00	8/20	8/21	2		M-TU	2
20			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$650.00	8/20	8/21	2		M-TU	2
21			500P-530P PROGRAM : 5PM NEWS CON COM1: 5PM NEWS	30		\$850.00	8/20	8/21	2		M-TU	2

Handwritten notes:
 Line 13: Make 5/16 800
 Line 16: Make 5/16 900
 Line 18: 12-1230pm Make 5/16 300 Add \$150

REP HEADLINE# 6262316
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 ORDER WORKSHEET
 HARRIS REPORT FROM REP
 AUG3/12 10.13
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
22			530P-600P PROGRAM : 530PM NEWS CON COM1: 530PM NEWS	30		\$850.00	8/20	8/21	2		M-TU	2
23			600P-630P PROGRAM : 6PM NEWS CON COM1: 6PM NEWS	30		\$2,000.00	8/20	8/21	3		M-TU	3
24			700P-730P PROGRAM : 7PM NEWS CON COM1: 7PM NEWS	30		\$2,000.00	8/20	8/21	4		M-TU	4
25			730P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,850.00	8/20	8/21	2		M-TU	2
26			500A-530A PROGRAM : 5AM NEWS CON COM1: 5AM NEWS	30		\$300.00	8/20	8/21	2		M-TU	2
AUG/12 71925.00												
CONTRACT TOTAL 71925.00												
TOTAL SPOTS 65												

\$725 left over
ALL 2x W-F 8/15-17 11a-12a Daytime @ 225 each
WFLA 1x W-F 8/15-17 12a-1a Today 3 @ 225
725

MARKET TOTALS \$232,016 WFLA 31% WFTS 12% WTSP 32% WTVT 22% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 3% CABL 0%
 SHARES ARE ACCURATE
 SVC- NSI BOOKS- MAY/11
 DEMOS- RA35+*

Mentzer Media Services
600 Fairmount Avenue
Ste 600
Towson MD 21286

Americans For Prosperity/ Issue
Submission Number 707 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Americans For Prosperity/ Issue	Submission Cost:	71200	Campaign Ref:	E:120808036
Buyer:	...	Client/Product/Estimate:	. / .1865	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/13/12 to 08/26/12	Weeks:	2	Order Ref:	06262316
Est./PO Number:	06262316	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Amer For Prosperity	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	08/13	08/20	Total	Cost
1	M-F 7a Today Show ..WTF..	02	1400	30 Comme	Nbr of Spots	3		3	4200
2	M-F 10a News ..WTF..	01	300	30 Comme	Nbr of Spots	3		3	900
3	M-F 12p Today Show III ..WTF..	02	275	30 Comme	Nbr of Spots	3		3	825
4	M-F 4p Dr Oz ..WTF..	03	650	30 Comme	Nbr of Spots	3		3	1950
5	M-F 5p News ..WTF..	04	850	30 Comme	Nbr of Spots	3		3	2550
6	M-F 530p News ..WTF..	04	850	30 Comme	Nbr of Spots	3		3	2550
7	M-F 6p News ..WTF..	02	2000	30 Comme	Nbr of Spots	4		4	8000
8	M-F 7p News ..WTF..	01	2000	30 Comme	Nbr of Spots	6		6	12000
9	M-F 730p Entertainment Tonight	02	1850	30 Comme	Nbr of Spots	3		3	5550
Weekly Totals: Total Spots(Ord Spots)						42	23	65	

Mentzer Media Services
600 Fairmount Avenue
Ste 600
Towson MD 21286

Americans For Prosperity/ Issue
Submission Number 707 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Americans For Prosperity/ Issue	Submission Cost:	71200	Campaign Ref:	E:120808036
Buyer:		Client/Product/Estimate:	. / .1865	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/13/12 to 08/26/12	Weeks:	2	Order Ref:	06262316
Est./PO Number:	06262316	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
10	M-F 5a News ..WTF..	01	300	30 Comme	Nbr of Spots	3	3	900
11	Sat 7a Today ShowS.	03	500	30 Comme	Nbr of Spots	2	2	1000
12	Sat 9a NewsS.	02	475	30 Comme	Nbr of Spots	2	2	950
13	Sat 6p NewsS.	03	800	30 Comme	Nbr of Spots	1	1	800
14	Sun 8a Today ShowS	02	700	30 Comme	Nbr of Spots	1	1	700
15	Sun 9a NewsS	02	475	30 Comme	Nbr of Spots	1	1	475
16	Sun 6p NewsS	02	900	30 Comme	Nbr of Spots	1	1	900
17	M-F 7a Today Show MT.....	02	1400	30 Comme	Nbr of Spots	2	2	2800
18	M-F 10a News MT.....	01	300	30 Comme	Nbr of Spots	2	2	600
19	M-F 12p Today Show III MT.....	02	275	30 Comme	Nbr of Spots	2	2	550
Weekly Totals: Total Spots(Ord Spots)					42	23	65	

Mentzer Media Services
600 Fairmount Avenue
Ste 600
Towson MD 21286

Americans For Prosperity/ Issue
Submission Number 707 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Americans For Prosperity/ Issue	Submission Cost: 71200	Campaign Ref: E:120808036
Buyer: ..	Client/Product/Estimate: . / 1865	Sales Rep: HRP Washington, DC
Schedule Dates: 08/13/12 to 08/26/12	Weeks: 2	Order Ref: 06262316
Est./PO Number: 06262316	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
20	M-F 4p Dr Oz MT.....	03	650	30 Comme	Nbr of Spots	2	2	1300
21	M-F 5p News MT.....	04	850	30 Comme	Nbr of Spots	2	2	1700
22	M-F 530p News MT.....	04	850	30 Comme	Nbr of Spots	2	2	1700
23	M-F 6p News MT.....	02	2000	30 Comme	Nbr of Spots	3	3	6000
24	M-F 7p News MT.....	01	2000	30 Comme	Nbr of Spots	4	4	8000
25	M-F 730p Entertainment Tonight MT.....	02	1850	30 Comme	Nbr of Spots	2	2	3700
26	M-F 5a News MT.....	01	300	30 Comme	Nbr of Spots	2	2	600
Weekly Totals: Total Spots(Ord Spots)					42	23	65	

Grand Totals			
		Month 8 Weeks: 4	
		08/13	08/20
Totals	Spots	65	42
	Cost	71200	44250
			26950

Grand Totals:

Spots: 65

Gross Total:	71,200.00
Commission:	10,680.00
Net Total:	60,520.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WFLA - TV	Date: 8/13/12
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I, Lauren A. Schumacher
do hereby request station time concerning the following issue:

Americans for Prosperity

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
VARIES					

Total Charges: \$ **71,200** GROSS

This broadcast time will be used by: Americans for Prosperity

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Americans for Prosperity

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

1/17/2012 *John Flynn* 703-224-3200
 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

 Signature Printed Name Title